



# A Closer Look.

## At our Case Studies.



**Client:**  
DSGi

*“As our supplier of choice, Staples Advantage’ print division holds a vital role in the procurement of DSGi’s strong demand for operational print, carrier bags and stationery.”*

Paull Nutton,  
**Retail Support Purchasing**

Staples Advantage is the “Supplier of Choice.”

Employing 40,000 staff across 1,400 stores and serving more than 100 million customers every year, DSG international is Europe’s leading electrical retailing group.

Trading as Dixons, Currys, Currys.digital, PC World and The Tech Guys throughout the UK and Ireland, the demand was high for a reliable yet, cost-effective supplier with a strong geographical coverage able to meet supply needs and specific service expectations with regard to ordering and fill rates, delivery times, quality and customer service.

DSGi’s Group Stationery teams were procuring an increasing variety of stationery and consumable products, with the bulk being delivered to and stored at their distribution centre in Stevenage. As the group continued to grow, it became apparent that the management and storage of non-merchandise products was becoming increasingly problematic. The solution was to outsource and use a single source supplier that was able to cope with the high demand and variety of product, and as a result Staples Advantage was appointed as the “supplier of choice.”

Using the advanced warehouse facility Staples Advantage operates in Birmingham, DSGi were able to fully outsource the storage and distribution of their retail stores’ stationery, facility supplies, operational print and security products. Not only did this allow DSGi to capitalise on the free space at the groups’ Stevenage distribution centre, it has also resulted in an enhanced ‘order-to-fulfilment’ cycle with online ordering, reduction in cost, reduced stock liability and next-day delivery.

Working closely with DSGi’s Group Retail Operations, Retail Support Purchasing and Marketing teams, Staples Advantage continue to provide innovative ways of reducing the overall cost of all operational print, carrier bags, stationery and consumables through process and delivery mechanisms. In addition to this, the expertise Staples Advantage’ print division have in this market, allows them to provide technical support and advice, which ultimately results in the delivery of a more effective procurement experience.